



**Western Cape
Government**

Health

BETTER TOGETHER.

IKAPA CARES – BETTER HEALTH TOGETHER

Expanding access to HCT through partnerships with
private retail pharmacies

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NDOH/CDC Best Practices Workshop – 30 November 2015

Outline

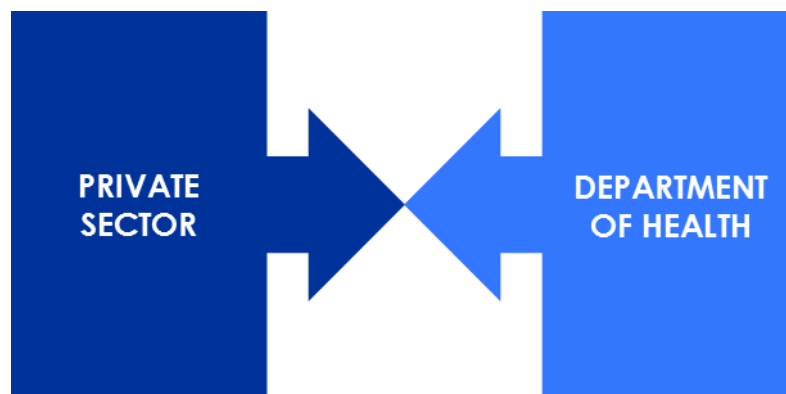
1. Western Cape Business Development Unit
2. Innovative public-private partnership with retail pharmacies
3. iKapa Cares Pilot
 - HAST Mentoring and Training
 - Demand Generation
 - Support linkages with DoH structures
4. Successes and Challenges
5. Next Steps

Business Development Unit

The Business Development Unit as a Directorate of the Western Cape Government, Health advances Public-Private Partnerships (PPP) that seek to:

- increase awareness to education; and
 - access to healthcare
- through formalised relationships between

Public-Private Partnership embody the Western Cape Government's Value:
Innovation



Public-Private Partnerships with Retail Pharmacies

In 2013 the BDU formalised historical relationships with private retail pharmacies:

- Family Planning and Baby Immunisation;
- 300+ agreements (retail pharmacies, private GPs, Occ Health Centres)
- Major retail outlets include Pick n Pay, Dis-chem and Alpha pharm;
- Provision of state stock, accounted for monthly to DoH
- 2015 CPSI Award: Silver Prize

Objective of these public-private partnerships:

- Promote citizen-centric services;
- Increase access through private sector support;
- Address congestion at state facilities;
- Decreased waiting times through appointment systems



iKapa Cares – Expanding Access to HCT

- In 2015, BDU expand PPP to include provision of HAST services with a focus on low-income earners
- BDU partners with CareWorks (with support from PEPFAR/CDC)
 - Clinical skills building of retail pharmacy nurses
 - Awareness-raise and demand generation generate
- CareWorks is a CPT-based CDC partner with a long history of private-sector engagement
- CareWorks in turn partnered with other CDC-funded CPT-based NGOs
 - TB/HIV Care – to provide formalized HAST trainings
 - Community Media Trust – branding/media engagement
- 30 retail pharmacies were invited to participate in pilot phase - Aug – Nov 2015



HAST Mentoring and Training

Formalised Trainings: Series of 1-day modularised trainings

Module 1: Introduction to HCT, pre/post-test counselling and serial testing algorithm

- Module 2: Referrals to DoH facilities, TB/STI screening and MMC awareness-raising
- Module 3: Counselling skills (risk assessment/risk reduction, acceptance of results)

On-site Nurse Mentorship: Weekly on-site mentorship provided by CareWorks Nurse Mentors

- On-the-job clinical skills building (serial testing, TB/STI screening)
- Ordering and accounting for DOH HCT stock
- Understanding referral and consent forms



Demand Generation

- iKapa Cares name, tagline and logo - developed in consultation with stakeholders
 - Logo aligns to Western Cape Government Logo
 - Tagline: “Better Health Together” aligns with the province motto of “Better Together”
- Multi-lingual fliers and posters
- Adverts in community newspapers
- Multi-lingual PSA on community radio
- Press releases developed and distributed to local media outlets
- Press conference/launch with MEC for Health planned for 8 December 2015



Supporting Integration and Linkages with DoH Structures



- Aligning HCT at private outlets with national HCT guidelines as per NSP and PSP
- Use of DoH stationary (consent, referral, stock order forms) for continuity/referral into gov't facilities
- CareWorks outbound call centre support linkages to DoH HIV care, treatment, MMC and follow up TB and STI diagnosis
- Engagement with gov't health facilities to foster linkages and generate awareness for iKapa Cares as a means of decongesting public facilities
- Reporting of iKapa Cares service delivery data to DOH structures



“It is exiting that the government and private sector can take hands and work together to the good of all South Africans.”

“There was a need for a professional referral document. Now we have a document that is officially accepted by our government health partners.”

- Pick N Pay Pharmacy Nurse Practitioner

Success and Challenges

Successes

- First order of DOH stock delivered to retail pharmacies last week
- Positive feedback from private nurses and pharmacies –increased HAST knowledge
- Referral support – nurses previously did not know where to refer public-sector PLHIV
- Pharmacies eager to mobilise and have planned World AIDS Day events - offering free HCT
- Non-pilot sites eager to join partnership
- WC MEC for Health very supportive and eager to expand iKapa Cares

Challenges

- Private pharmacies and DoH operate differently, with stakeholders at multiple levels
- Establishing a middle ground in terms of pricing is an on-going challenge
- Limited HIV knowledge/capacity at retail pharmacies
- Private nurses lack sufficient counselling skills
- Pilot phase-very tight timeline-engagement not as desired but desired outcomes were achieved.
- High levels of HIV stigma in private sector - basic information required to reduce stigma around HAST

“My clients are too rich, educated and smart to contract these diseases”

“TB and HIV is only for blacks and poor people living in over populated areas, so her clients will feel offended if these services were offered”

Next Steps

- Best practices/Lesson Learned Workshop planned for 8 December - engaging pharmacies, nurses, DOH structures on lessons learnt, to include a media opportunity with Provincial MEC (Dr. NomaFrench Mbombo)
- Expansion within Western Cape to all 300+ private providers rendering family planning and childhood immunization (EPI) services
- Opportunity to expand iKapa Cares model to other metros (ie., Jozi Cares, eThekweni Cares)
 - WCDoH/CareWorks to engage with/ invite JNB and eThekweni HAST Managers to iKapa Cares site visits
- Opportunity to expand through national pharmacy networks (Dis-chem, PnP, etc.)
- Desire to strengthen iKapa Cares to include provision of MMC through private GPs (who are included in the 300+ private providers rendering FP and EPI services)



Thank you

Special thanks to: Dis-chem, Pick N Pay, AlphaPharm, Essential Pharmacy Group, CDC/PEPFAR, CareWorks, Community Media Trust, TB/HIV Care and Western Cape Government Health HAST Coordinators and Pharmacy Services

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